Very bad idea. If there is an inflight emergency you will have passengers screaming into their cell phones instead of listening to the flight attendants. Under normal circumstances there will be outright fights over conversation volume. Then you have the Nextel walkie talkie phones which uses a speakerphone and makes a very loud beep every few seconds. And how about the time when I placed my cell phone next to my electric shaver and whenever the cell phone communicated with the tower my shaver would start to turn on. How would you like a couple of hundred of those in proximity to various avionics, motors and relays in an airplane? And finally the biggest reason: As a flight attendant (33 years) I don't want to spend half the flight (How about night flights?) being a referee. What you are proposing is about like reintroducing cigarette smoking on planes.